Author's Index for 1970

| AUTHOR ART | TICLE | YEAR | NO. | PAGE |
|-------------------------|---|------|-----|----------|
| A. R. AirdViev | wpoint - Management Must Create the Future | 1970 | 4 | 8 |
| | Design Engineer and Marketing Innovation | | 3 | 62 |
| | nagement by Perception | | 1 | 71 |
| | nagement by Creativity and Innovation | | 2 | 64 |
| | are of Legislative Bear Trapssts, Collectors and Frauds | | 1 2 | 18 |
| | ebody is Getting Screwed | | 3 | 94 |
| | awyer Looks at the MBA | | 4 | 78 |
| | at has Business to do with the Arts? | | 2 | 60 |
| John BossonsThe | Economic Price of The White Paper Proposals | 1970 | 2 | 41 |
| | porate Planning in the Royal Dutch Shell Group | | 2 | 55 |
| | ards Full Utilization of High Potential Manpower | | 4 | 60 |
| | delines and Inflation: Fact and Fantasy | | 3 | 70 |
| | n Auto Pact to Appliance Pact — Steps Toward a Legislated Economy | 1970 | 1 | 60 |
| | Reasons for an Anti-Smoking Campaign: A Challenge for | | | |
| | Adult Commitment | | 1 | 87 |
| | est in Universities: What's Happening? | | 2 | 78 |
| | ald the Arts Be Businesslike? | 1970 | 2 | 29 |
| | ance Notice Legislation: A New Challenge for Management's Right to Manage | 1970 | 3 | 75 |
| | vpoint — Useful New Book for Practicing Manager | | 1 | 12 |
| Daniel H. Gray Good | d-Bye to the Company Way | 1970 | 3 | 34 |
| Andrew Grindlay Does | s Your Computer Pay? | 1970 | 4 | 43 |
| | stever Happened to Image? | | 4 | 70 |
| | at is the Role of the Executive's Wife? | | 4 | 54 |
| Richard C. Hodgson Deve | eloping Human Resources: How Do We Start? | 1970 | 1 | 18 |
| Deve | eloping Human Resources: Education for What? | 1970 | 2 | 12 |
| Deve | eloping Human Resources: Renewing People Organizations and Society | 1970 | 3 | 16 |
| | MBA — Who Cares? | | 4 | 85 |
| | Impact of the Electric Car | | 1 | 47 |
| | Overthrow Phenomenon: Death Knell to Collective Bargaining? | | 3 | 50 99 |
| | pactive Taxation | | 2 | 93 |
| | ario Proposals for Tax Reforms. | | 3 | 82 |
| | ada and The American Challenge | | 1 | 22 |
| | oving Advertising Effectiveness | | 2 | 52 |
| Blair LittleTome | orrow's Consumers: Emerging Market Patterns | 1970 | 4 | 64 |
| Isaiah A. Litvak The | Design Engineer and Marketing Innovation | 1970 | 3 | 62 |
| | Case for the Generalist in Rural Development | | 1 | 29 |
| | point — Effect of Unions on Inflationary Spiral | | 3 | 6 |
| | me Back! | | 4 | 19 |
| | ights on Management Education in the U.K | | 1 | 56 |
| | Does an Organization or an Individual Start an Art Collection? | | 2 | 36 |
| | outh Disenchanted with Business? | | 4 | 48 |
| | tor General's Role — A Difficult One | | 1 2 | 83 87 |
| The l | Industry Specialist — New Hope for Labor Peace | 1970 | 3 | 91 |
| | ram Definition in PPBS | | 2 | 72 |
| | Impact of Containerization on International Business | | 1 | 76 |
| Bernie Portis | arch on Advance Notice of Plant Shutdown | 1970 | 3 | 78 |
| | st Among Union Members | 1970 | 3 | 58 |
| Leslie SmartNew | Book Emphasizes Corporate Responsibility to Create Beauty | | | |
| | Book Review) | | 2 | 91 |
| | Art of Business Includes Art | | 2 | 22 |
| | Coming Crunch in Federal Government-Fusiness Relations | | 3 | 22 25 |
| | Key Issues in Federal Government-Business Relations | | 2 | 4 |
| | Growing Fight Over the Continental Environment | | 1 | 6 |
| | ime to tell the Americans About Canada | | 3 | 12 |
| | Americans Are Coming | | 4 | 82 |
| John Vanderheyden Opera | ations Productivity Audit1 | 970 | 1 | 38 |
| | Market's View of the MBA | | 4 | 38 |
| | Managers Listening? | | 3 | 87 |
| | omy of a Strike | | 3 | 38 |
| A Sur | rvey of Student Opinion Regarding Business | 9/0 | 4 | 52 |